

**CIVIC ARTS
COMMISSION AGENDA**

**Monday, November 4, 2013
7:00 P.M.**

City Council Chamber, 200 Old Bernal Avenue

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of October 7, 2013.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

MATTERS BEFORE THE COMMISSION

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Approve Civic Arts Funding Criteria for FY 2014/15 Community Grant Program

COMMUNICATIONS

COMMISSION REPORTS: Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

Committee Meetings:

- a. Park and Recreation Master Plan Steering Committee
- b. Cultural Plan Update Steering Committee
- c. Public Art Selection Sub-Committee

COMMISSION COMMENTS

STAFF COMMENTS

ADJOURNMENT

NEXT MEETING: December 2, 2013

UPCOMING AGENDA TOPICS:

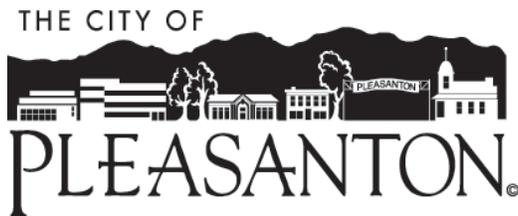
1. Location for Rock, Paper, Scissors
2. Artistic Utility Boxes

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

Accessible Public Meetings

The City of Pleasanton will provide special assistance for citizens with disabilities to participate in public meetings upon advance notice. If you need an auxiliary hearing aid or sign language assistance at least two working days advanced notice is necessary. Please contact the Community Services Department, PO Box 520, Pleasanton, CA 94566 or (925) 931-5340.



Civic Arts Commission Minutes

City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA
October 7, 2013 – 7:00 p.m.

CALL TO ORDER / PLEDGE OF ALLEGIANCE

Chairperson McLane called the meeting to order at 6:57 p.m. The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Sandra Jellison, Heidi Massie, Sara Nealy, Olivia Scrivner, Stephanie Wedge, and Chairperson Tegan McLane.
(Commissioner Judy Wheeler arrived at 7:08 p.m.)

Commissioners Absent: John Loll

Staff Present: Michele Crose, Community Services Manager; Kathleen Yurchak, Assistant Director of Operations Services; Samu Tiumalu, Recreation Coordinator; Julie Finegan, Visual & Literary Art Coordinator; and Edith Caponigro, Recording Secretary.

AGENDA AMENDMENTS

There were none.

MINUTES

1. Approve regular meeting minutes of September 9, 2013

A motion was made by Commissioner Massie, seconded by Commissioner Jellison, to approve the minutes of September 9, 2013 meeting. **The motion was approved.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

Ms. Crose introduced Commissioners to Recreation Coordinator, Samu Tiumalu, and advised that he would be overseeing marketing and special events. Mr. Tiumalu provided some information about his background and advised that he would be reporting to Ms. Crose.

3. Public comment from the Audience regarding items not listed on the agenda

Nancy Harrington – provided an update on the Pioneer Founders Mural project. Panels for the piece have been created by the artist’s husband and the artist has begun painting. She invited Commissioners to stop by the Bothwell Gallery to take a look at this work in progress. Ms. Harrington advised that the artist was planning to attend this meeting and provide an update on the project.

Gary Harrington – Mr. Harrington provided information about the 2nd series of art walks that have been planned that will take place on Saturday, October 12. The walk will include three new private art pieces and visits to some private companies. The walk will include Neal Street South, the Library, Civic Hall, Centennial Park, and Richerts Ace Hardware. A total of 15 to 18 art pieces will be viewed.

Chairperson McLane closed the meeting for public comment at 7:04 p.m.

MATTERS BEFORE THE COMMISSION

4. Selection of Commission Vice Chairperson

Ms. Crose advised that due to an unforeseen vacancy the Commission needs to select a new Vice Chairperson to assist in facilitating meetings when necessary for the period October 2013 through December 2013.

Commissioner Wedge agreed to take on this position.

A motion was made by Commissioner Massie, seconded by Commissioner Nealy, to nominate and elect Commissioner Wedge to serve as the Civic Arts Commission Vice Chairperson for the period October 2013 through December 2013.

ROLL CALL VOTE:

AYES: Commissioners Jellison, Massie, Nealy, Wedge, Wheeler, and Chairperson McLane.

NOES: None

ABSENT: Commissioner Loll

ABSTAIN: None

Chairperson McLane reopened the meeting for public comment at 7:06 p.m.

The artist for the Pioneer Founders Mural, Barbara Stanton, provided Commissioners with photos and information about the work she has started on the mural, including the paint she will be using, and the volunteers she will be using to assist with some aspects. Some of her students have been working on a Victorian wall design to be incorporated in the mural; local artists will assist with some of the portraits in the piece. A Calligraphy artist will also be doing all of the writing included in the mural and a local photographer is taking photos of different

stages of the work in progress. Additional information about the “Pioneer Founders Mural” can be located on the artists Facebook page.

Chairperson McLane closed the meeting for public comment at 7:11 p.m.

5. Selection of Commissioner to Serve on the Pioneer Cemetery Master Plan Oversight Committee

Ms. Yurchak advised that the City of Pleasanton is beginning the process for a Pioneer Cemetery Master Plan. The Plan will consider improvements to the cemetery that may include, but is not limited to: irrigation, landscaping, public/private partnerships, a veterans’ memorial art acquisition, and maintenance and operation rules and regulations.

A consultant will be hired by the City to work with City staff and community members to develop the Master Plan. To assist with the project, City Council approved at its September 17, 2013 meeting, the formation of a seven (7) member ad-hoc community based Oversight Committee consisting of:

- Two (2) Parks and Recreation Commissioners
- One (1) Civic Arts Commissioner
- One (1) Veterans Organization of Pleasanton representative
- One (1) Cemetery Committee (community group) representative
- One (1) Catholic Funeral and Cemetery Services representative, and
- One (1) Member-at-Large

Ms. Yurchak further advised that the Pioneer Cemetery Master Plan will take approximately 8 months to complete and that the Committee will hold approximately nine (9) meetings with the first meeting being in November. She asked the Commission to consider nominating and electing a representative to serve on the Pioneer Cemetery Master Plan Oversight Committee, and possibly the selection of an Alternate.

Commissioner Massie indicated that she would be interested in serving on this Committee, and Commissioner Wedge agreed to be an Alternate.

A motion was made by Commissioner Nealy, seconded by Commissioner Wheeler, to nominate and elect Commissioner Massie to serve as the Civic Arts Commission representative to the Pioneer Cemetery Master Plan Oversight Committee, with Commissioner Wedge as an Alternate.

ROLL CALL VOTE:

- AYES: Commissioners Jellison, Massie, Nealy, Wedge, Wheeler, and Chairperson McLane.
- NOES: None
- ABSENT: Commissioner Loll
- ABSTAIN: None

Ms. Yurchak advised she would contact the representatives and advise when the first Committee meeting is scheduled.

6. Approve Appointments for Two (2) Teen Poet Laureate Positions

Ms. Finegan provided information about the Poet Laureate program. She advised that as part of the process the City established a Poet Laureate Selection Committee.

This past summer, staff began the recruitment process for the Teen Poet Laureate position for the 2013/2014 school year, which resulted in seven (7) applications being received. With so many applications being received, and to reach a broader range of youth through poetry, a recommendation is being made for the Civic Arts Commission to appoint two (2) Teen Poet Laureates: one from Amador Valley High School and one from Foothill High School.

The Commission was introduced to Nive Raghaven from Amador Valley High School, and Diana Fu from Foothill High School by Ms. Finegan. They provided information about their scholastic background and their interest in poetry and each of them read a piece of their poetry to the Commission.

Chairperson McLane asked Ms. Raghaven to provide information about her involvement in a regional poetry competition, and Ms. Fu what she hoped to accomplish serving as the Teen Poet Laureate for a second term at Foothill High School.

A motion was made by Commissioner Wheeler, seconded by Commissioner Jellison, to appoint Nive Raghaven as the Teen Poet Laureate representing Amador Valley High School for one (1) school year term, and Diana Fu as the Teen Poet Laureate representing Foothill High School for one (1) school year term.

ROLL CALL VOTE:

AYES: Commissioners Jellison, Massie, Nealy, Wedge, Wheeler, and Chairperson McLane.

NOES: None

ABSENT: Commissioner Loll

ABSTAIN: None

COMMUNICATIONS

There were none.

COMMISSION REPORTS

Committee Meetings

- a. Park and Recreation Master Plan Steering Committee

Ms. Crose advised that another draft of the Master Plan has been looked at and lots of feedback has been received, another meeting of the Steering Committee is planned.

b. Cultural Plan Update Steering Committee

Ms. Crose advised that a draft Plan is in hand and feedback has been received from a number of City staff members. This draft will be forwarded to Commissioners for their comments and feedback. A joint workshop meeting with City Council and the Civic Arts Commission has been tentatively set for December 11.

c. Public Art Selection Sub-Committee

Ms. Crose advised that thanks to a recommendation made by Commissioner Jellison, staff is in the final stages of finding a suitable location for “Rock/Paper/Scissors” at the Chamber of Commerce location. The property owner is very interested and tentatively agreed to having the piece at this location. Staff hopes to be able to bring this to the Commission at the next meeting.

COMMISSION COMMENTS

A. Commissioner Nealy discussed the possibility of having a Commission Retreat in January 2014. She felt this would be a good opportunity for the Commission to also discuss a Signature Event.

Ms. Crose noted that a Signature Event was one of the goals in the Cultural Plan Update. She felt it would be helpful to receive feedback from the Commission on the Plan’s goals and their timeliness before scheduling a meeting. Ms. Crose thought January would be a good time for a workshop meeting if the final Cultural Plan Update has been made available. Chairperson McLane agreed that scheduling a workshop meeting should be done after the Plan is available.

B. Commissioner Wedge reminded everyone about the Adobe Park Anniversary Event on October 19.

C. Commissioner Massie provided information about a Valley Concert Chorale 50-Year Celebration event at the First Presbyterian Church in Livermore on October 19, at 7:30 p.m.

D. Commissioner Jellison invited everyone to attend an October 8 event at the Amador Theater.

STAFF COMMENTS

Ms. Finegan provided information about California Fiber Artists exhibition at the Firehouse Arts Center Gallery November 6 to December 18, 2013, and an Artists’ Reception on Thursday, November 7 at 7:00-9:00 p.m.

Ms. Crose provided the following information:

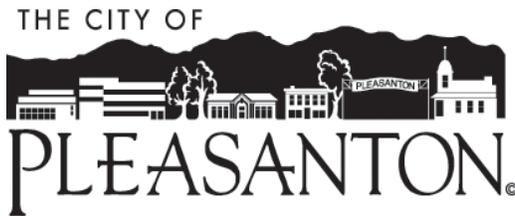
1. Details about the Alviso Adobe 5-Year Anniversary Event on October 19 from 10:00 a.m. - 3:00 p.m. The event will include a variety of activities and free food. Additional parking will be available at Foothill High School and a shuttle service will be provided for people who park there.

Commissioner Wheeler noted that it was hard to find information about events at the Alviso on the City's website, and Commissioner Massie commented on the need for activities at this facility that would be attractive for older kids. Ms. Crose advised that the City has put out an RFP to update the website. She also noted the Leadership Programs held at the Alviso during the summer had been extremely good and attracted older children.

2. The great programs at the Firehouse Arts Center, including Colin Quinn who will be performing in May 2014.

ADJOURNMENT

There being no further business the meeting was adjourned at 7:52 p.m.



Civic Arts Commission Agenda Report

November 4, 2013
Item 4

SUBJECT: APPROVE CIVIC ARTS FUNDING CRITERIA FOR FY 2014/15 COMMUNITY GRANT PROGRAM

SUMMARY

Each year, the Civic Arts Commission reviews the previous year's funding criteria for the Civic Arts Category of the Community Grant Program to better judge and allocate funds for qualifying applicants. The Civic Arts Commission is requested to discuss, identify, and adopt the criteria that it will use to make allocations for the FY 2014-2015 grant cycle.

RECOMMENDATION

It is recommended that the Civic Arts Commission review the existing funding criteria for the Civic Arts Category and discuss any alternatives/modifications that it wishes to consider, and adopt funding criteria for the FY 2014-2015 grant cycle.

FINANCIAL STATEMENT

Total available FY 2014-2015 funding for the Civic Arts Category is \$40,097.67.

BACKGROUND

The funding criteria adopted by the Commission for the FY 2013-2014 cycle is listed below:

- For all Grant Applicants there is no minimum funding request amount per application. The maximum funding request amount per application is \$7,500. Since this is a competitive funding process, there is no guarantee that every applicant will receive funding. There is also no guarantee that the amount an agency has requested will be the amount granted.
- In evaluating applications for this category, the Civic Arts Commission will primarily consider projects that incorporate outreach to new and diverse participants and/or new audience members for the arts in Pleasanton.

The funding criteria along with the introduction of ZoomGrants, an online grant application program will be presented at the Grant Workshops on December 5 and 10. The workshops will be hosted by the cities of Dublin, Livermore and Pleasanton taking place on December 5, at 10:00am in the Pleasanton City Council Chambers and on December 10, at 2:00pm in the Livermore City Council Chambers. Each city will present its respective grant programs and an introduction of ZoomGrants will also be covered.

ALTERNATIVE ACTION

Any other action as determined by the Civic Arts Commission.

Submitted by:

/s/

Mike Patrick
Management Analyst